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SUBJECT: Specialty/Niche Trademarks

DATE: April 24, 1991

This note is to summarize the steps we propose taking in carrying out Bill Campbell's direction of last week.

**Objective:** Develop an integrated marketing plan, maximizing profitability for many strategic but small PM trademarks (including those for which PM is a licensee).

**Trademarks:** Cartier, Dunhill, Rothmans, English Ovals, B&H Deluxe, Multifilter, and Specialty Brands.

**Strategies:**

- o Gain an alternative distribution/marketing & FSF to concentrate on mainline brands.
- o Market and thus retain control of internatic where PM is licensee (i.e. Dunhill, Rothmans "Specialty Brands" 2040643288)
- o Achieve economies of scale through the combi small, premium trademarks.
- o Run the business through a totally regional structure, with depth and breadth of marketing coverage varying by geography.

**Next Steps:**

To accomplish these strategies the following action steps are underway:

- a) Marketing analysis by geography of all trademarks under consideration.
- b) Evaluation of business potential of each trademark by market.
- c) Assessing operational methods of TEI.
- d) Distribut  
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Atlanta, checks in key sections to verify LA/SF, DFW/Houston, Miami, (w/o 5/6)
- e) Gain lear  
date on s... lesalers, TEI, PM FSF involvement  
options and alternate channels of wholesale distribution.

Tobacco Exporters Incorporated